

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

January—1926—April

JAN 26 1926

*The Strain that Leads*

SPECIALTIES OF J. L. SCHILLER

R. R. 4, TOLEDO, OHIO

BUSINESS RULES

Prices quoted are net and as low as high quality will permit; this list cancels all previous quotations.

Quality. All seeds offered are grown by ourselves or specialists and purchased regardless of cost and cannot be compared with ordinary commercial quality. All plants from pots are grown as good as size of pot will permit, no weak and spindly stock will be sent out.

Filling Orders. Orders are filled in rotation. Standing and advance orders as soon as stock is ready, and all other orders as soon as received, and should varieties be exhausted they will be forwarded when again in stock.

Shipping. Seeds are sent by Parcel Post. Plants are shipped by Express, unless ordered by Freight. Being centrally located, promptness and low charges are assured.

Receipts from carrier in good order constitutes delivery; our responsibility thereafter ceases and we cannot entertain complaints for arrival in bad order.

We pack carefully and it is customary for our customers to receive their orders in good condition.

Parcel Post shipments must be prepaid. Sufficient money to prepay charges must be added.

Terms. All sales are made on a strictly cash basis, regardless of the responsibility of the customer, and all orders will be shipped C. O. D. if no cash accompanies the order.

Remittance should be made by P. O. Money Order, Express Money Order, Bank Draft or Registered Letter. C. O. D. orders must be accompanied by partial payment to assure acceptance.

Warranty. All possible care is taken to supply "New and True" Seeds, Bulbs and Plants, but no warranty is given, expressed or implied, as to description, quality, productiveness or any other matter of goods sent out, nor will I be responsible for the crop, and orders will be filled on these conditions only. Should errors occur, please report at once and I will endeavor to adjust to your satisfaction.

Toledo, Ohio, January, 1926.

J. L. SCHILLER.

Yankee Hybrids

Of Hydrangeas are the result of our hybridisation made in 1920. Our offerings will be found equal and superior to any French Hydrangeas now in commerce, a tested American product in which you can have full confidence.



FLOWERSEED AND PLANT SPECIALTIES

Our list of flowerseeds have been our specialties ever since we started and have established a reputation. We procure them from the most reliable growers regardless of cost and think that we have actually the best. No matter where you go or what price you pay, you will not get anything better, we grow them ourselves and know what they are.

BEGONIA GRACILIS

We are the introducers of the following varieties, which are now universally known and recognized as standards throughout the States. Their type is so true, that in our own sowings we have rarely found over 2 per cent off colors.

Luminosa, a fine Christmas red; **Mignon**, deep salmon pink, and **Prima Donna**, bright rose pink, and **White Pearl**. Fresh seed of above, \$1.00 per Tr. pkt.

Rotlinda. We have selected this from our trials last season of seven very largely advertised and highly praised varieties, none of which equalled our above mentioned ones. The color of **Rotlinda** is a fiery salmon scarlet, it blooms profusely as a small plant, extra good for bedding or pots. Fresh seed \$2.00 per Tr. pkt.

Plants. We shall have again, as usual, a large quantity of these Christmas favorites to offer for shipment from July on from 3-inch pots at \$12.00 per 100, \$100.00 per 1,000; September delivery from 4-inch pots at \$25.00 per 100, \$200.00 per 1,000.

CALCEOLARIA HYBRIDA GRANDIFLORA

They are forging more to the front as winterbloomers every year. Our seed can be depended upon to be the best obtainable, producing the largest flowers of the brightest colors.

Self Colors Mixed and **Tigered Mixed**, each ½ Tr. pkt. 60c, Tr. pkt. \$1.00.

Racemosa hybrida, a new hardy greenhouse plant, growing about 20 in. high, covered profusely with small bright flowers in various colors. ½ Tr. pkt. 60c, Tr. pkt. \$1.00.

CINERARIA HYBRIDA GRANDIFLORA

Now much more important for winter blooming and grown in increasing quantities every year. Our strain comes from a specialist in Germany, contains all those brilliant colors which makes them show-plants of first order. Have always given perfect satisfaction and can be depended upon being the best to be had.

Price: Any of the following 60c per ½ Tr. pkt., \$1.00 per Tr. pkt. Six pkts. at the price of five.

Alba, large white flowers, center purple.

Atrcoerulea, very deep blue.

Azurea, medium flowers, deep sky blue.

Incarната, flesh color.

Kermesina, bright carmine.

Matador, large flowers, crimson-scarlet.

Rosea, large flower, bright pink.

Sanguinea, large flower, deep blood red.

Giant Dark Red with White.

Giant Dark Blue with White.

Dwarf Gold Medal, Mixed Colors.

Medium Tall Gold Medal, Mixed Colors.

Dwarf Large Flowering Stella, Mixed Colors.

Stellata, Dwarf, Mixed Colors.

Double Gold Medal, Mixed Colors.

CINERARIA WEISSENSEE RASSE

A selected strain of multiflora nana, which has found such favorable reception of late. Our strain was developed in Weissensee, a suburb of Berlin. Plant is of medium height and produces enormous heads of brilliant flowers, exceeding in width the size of the plant. **Mixed Colors**, ½ Tr. pkt. \$1.00, Tr. pkt. \$2.00..

CINERARIA HYBRIDA NANA COMPACTA

This is the small flowering type now so popular and well they deserve to be. They grow to a medium height and are literally smothered with flowers of brightest colors. **Mixed Colors**, ½ Tr. pkt. \$1.00 Tr. pkt. \$2.00.

CYCLAMEN PERSICUM GIGANTEUM

Our seed comes from the best German grower whose reputation for highest quality cannot be disputed. They are of ideal habit with large well-shaped flowers of purest colors and very free flowering.

Dark Glowing Red, Bright Light Red, Deep Rose, all at \$1.00 per 100; \$9.00 per 1,000 seeds.

Deep Salmon (Zehlendorf), Light Salmon, \$1.25 per 100, \$12.00 per 1,000 seeds.

Transplanted Cyclamen Seedlings from flats. Our plants promise to be very good. They were all transplanted early in November and at this writing are breaking nicely with up to four leaves, they should be in pink of condition latter part of January, so please do not wait with ordering till they get crowded. We only grow **Bright Light Red, Dark Glowing Red**, \$5.00 per 100, \$45.00 per 1,000. **Light Salmon, Deep Salmon (Zehlendorf)** \$6.00 per 100, \$55.00 per 1,000.

PRIMULA CHINENSIS

This old favorite is still grown to a very large extent and fully justifies its popularity. We have made a specialty of it for years and have always been fortunate in supplying the best there is. We are anxious to keep up our reputation and offer again the same strain that has satisfied the most critical before.

Primula Chinensis Fimbriata Grandiflora

Price: Any of below 60c per ½ Tr. pkt., \$1.00 per Tr. pkt. Six ½ or full Tr. pkts. at the price of five.

Alba Pura, pure white.

Coccinea, deep red, Christmas color.

Coerulea, clear blue, large flower.

La Defiance (Crimson King), brilliant salmon scarlet, brightest of all, finest color known.

La Duchesse, large flower, white shading to rosy, carmine in center.

Morning Dawn, very large flowers, deep blush rose, deeply fringed.



Primula Chinensis Fimbriata Grandiflora—Continued

Orange King, a very beautiful and striking color.
 Red Riding Hood, deep rose with dark red blotches.
 Rose Queen, bright dark rose, very large flower.
 Sedina, large deep fringed flower, bright dark rose.
 Mixed Colors.

PRIMULA MALACOIDES

All seeds of malacoides are grown by ourselves and the crop depends entirely on the weather. They seed very poorly even under favorable conditions, they ripen in May, when orders will be filled. We do not grow any of the ordinary commercial varieties.

Price: Any of the following, except where noted, 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt. May delivery.
 Schiller's Bouquet, originated here a few years ago and promises to be the best. It throws several flower-spikes, often 15 at the same time, which open together, is dwarf in habit, and forms a regular bouquet, ½ Tr. pkt. \$1.00; Tr. pkt. \$2.00.

Schiller's Pink, a good deep pink, very good.

Schilleri, very distinct foliage, much larger and tougher, with heavy, wiry long stems and large fringed flowers; good cut flower.

Townsendii, large star-shaped flowers, dwarf in habit, fine for pots.

The Strain that Leads

PRIMULA OBCONICA

This is the most important line of our business and since years we have by careful hand pollination tried to improve our strain and believe we have succeeded. Every year we have selected from our thousands of plants in bloom the two best of each color to serve as pedigree, those which seemed to embody all desirable points as to habit of plant, size, shape, and color of flower and we have now a strain, which to our knowledge is not approached in quality by any other and is in fact *The Strain That Leads*.

Our strain should not be confounded with the usual commercial strains offered so generally and grown in the open either in California or France. All our seeds are the product of hand pollination made in the house during the fall months and are not left to any chance pollination. There is a big difference.

Primula Obconica Grandiflora

The improved strain of the large flowering type, very floriferous. This strain produces many more flowers per plant than the gigantea and should be used where the quantity of flowers is mostly desired and while the flowers are somewhat smaller than in the gigantea in most colors, the range of colors is much larger.

Hindenburg, new, in this we think to have the highest perfection so far attained in the obconica, either the grandiflora or gigantea type. It is a true grandiflora, quite distinct in foliage, which is large and wavy, with strong tall flower stems and immense clusters of flowers of from light to dark silvery rose. The individual flowers, which are usually gracefully waved, often measure 2½ in. in diameter. ½ Tr. pkt. \$1.00; Tr. pkt. \$2.00.

Price: Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

Alba, large pure white, large truss.

Appleblossom, light pink, very large.

Coerulea, deep blue, medium size.

Crispa, large waved flowers in light pink and lavender.

Kermesina, brilliant carmine.

Oculata, dark eyed, in light pink, dark pink and lavender.

Rosea-Hamburg, very large, light to dark red, the best of all.

Rosea Splendens, large bright rose.

Salmon Queen, large fine light salmon.

Violacea, very large, deep lavender.

Mixed Colors.

Primula Obconica Grandiflora Fimbriata

Same as preceding but with fringed flowers.

Price: Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

Alba, pure white.

Appleblossom, light pink.

Kermesina, deep carmine.

Rosea, deep pink, large flowers.

Mixed Colors.

Primula Obconica Gigantea

Very strong grower with extra large flowers in large clusters, use this strain for largest flowers. This is an entirely distinct variety and not simply a giant flowering form of the grandiflora. It is a hybrid of *Primula Obconica grandiflora* x *Primula megasifolia* has very large leathery leaves, flowers on strong wiry stems and of largest size. Is not as free flowering as the grandiflora type.

Price Any of the following 60c per ½ Tr. pkt.; \$1.00 per Tr. pkt.

Appleblossom, light pink.

Coerulea, very large, sky blue.

Kermesina, deep carmine.

Rosea, bright rose, very large.

Mixed Colors.

Primula Obconica Muller and Mohnstein Strains

A splendid grandiflora strain, which shortly gained a large popularity. They are good growers, make enormous and abundant foliage. Flowers are from medium to large, of very good colors, but not quite as



free flowering as our strain. These strains come in a mixture of **Crimson**, **Dark Rose**, ½ Tr. pkt. \$1.00; Tr. pkt. \$2.00.

POMPON ZINNIAS

The flowers of this Zinnia reach about 1½ in. in diameter, are very vivid of color and as double as the most perfect Pompon Chrysanthemum. They grow not over two feet high and can be cut with stems 12 in. long. When sown in September and grown on in pots, they make a charming plant for Christmas baskets. We feel sure they will pay. **Bright Crimson** and **Orange Yellow**. Tr. pkt. \$1.00; oz. \$5.00.

PLANTS OF PRIMULAS

We grow very large quantities of all the different Primulas for shipment from April to late in the fall. With the exception of the December sown stock, all our Primulas are grown outside in frames, where they do the best.

It is our desire to furnish the best plants, that can be grown and in order to please all our customers with perfect stock, it is important, that we have orders before they are ready, that we may send them out when they are at their best. Every one knows, that soft plants have at the most 3 weeks during which they are in the pink of condition, after this time, they are either drawn or hard. So if you want to raise quality, get quality by ordering early.

Chinensis, from 2 in pots, delivery from June on. \$5.00 per 100; \$47.50 per 1,000.

Malacoides, from 2 in. pots, delivery from June on. \$5.00 per 100; \$47.50 per 1,000.

Obconica, our early December sown stock will make good heavy plants in full bloom from 5 in. and 6 in. pots by Thanksgiving and Christmas and retail often up to \$5.00 each. The cost of growing this stock during the winter months is more expensive and we offer them for delivery from latter part of April on from 2 in. pots at \$7.50 per 100; \$70.00 per 1,000.

February sown stock, ready about latter part of June at the old price of \$6.00 per 100; \$55 per 1,000, from 2 in. pots.

The varieties **Hindenburg**, **Muller**, or **Mohnstein**, from 2 in. pots at all times \$7.50 per 100; \$70.00 per 1,000.

Stock from 3 in. pots, July delivery, \$12.00 per 100; \$100.00 per 1,000.

Stock from 4 in. pots, September delivery, \$25.00 per 100.

All plants from larger than 2 in. pots only in **Appleblossom**, **Pink**, **Rose** and **Crimson** Colors.

HYDRANGEAS

We have still a generous stock of pot grown plants to offer if selection is left to us. The plants are good, shoots nice and short, they appear to have "every shoot a flower." They were fed scientifically with those ingredients, which help formation of buds and from the way buds appeared in fall, it seems to have been a success.

There are now not near so many failures in forcing Hydrangeas than there used to be, and as we get better acquainted with them, success is getting surer. From our experience we have come to the conclusion that it is best to keep them just on the damp side for the first 6 weeks as they do not make many roots till they are growing lively and this will also prevent their getting yellow. A porous soil is therefor essential and a cool temperature during this time brings them along just as fast and makes the shoots short and thick. After they are growing lively, they can stand almost any amount of heat.

Hydrangeas are among the most profitable plants, their time for selling extends from February till late in summer. Most of the varieties will bloom from the shortest branch, even from just a side bud.

Get small plants in May or June for lining out and if your soil is right—a sandy soil suits them best—and you can water them, you will not have to buy in fall.

Yankee Hybrids

In 1920 we hybridized some of the French Hydrangeas, using **Lilie Mouillere** as seed bearer and gained about 3,000 seedlings, of which a part bloomed in spring of 1921. The result was surprising and the first exhibit of them at the Cleveland show in spring of 1924 was awarded a prize of \$300—for the first hybrids of American origin. At the Cleveland and Kansas City shows last spring they also received highest prizes.

New Introduction for 1926

Carl Steinmetz, red, head very large, close and round 8 in. diameter, individual flowers 1¾ in., good broad foliage, extra.

John Thorpe, deep pink, head large and round, 7 in. in diameter, large foliage.

Lars Anderson, deep glistening rose, head very large, round and full, 9 in. in diameter, very large individual flowers, extra.

Mother, pure white flushed with pink, very large round head, 10 in. in diameter, individual flower 2½ in., large foliage, the best white.

Phyllis, salmon pink, head very large, compact, 9 in. in diameter, large foliage.

Rockwood, deep salmon pink, head very large and dense, 9 in. diameter, foliage deeply cut.

Price above set of 6 varieties from 2 in. pots \$3.00; 5 of each \$12.50; 10 of each \$22.50.



Introduction 1925

J. L. Schiller, deep salmon rose, large individual flowers, head round, compact, 6 in. in diameter.

Margaret, deep apple blossom, large individual flowers, full round head, 7 in. in diameter.

Mrs. J. L. Schiller, deep soft pink, flowers large, head very large, 9 in. in diameter.

Ohio, soft pink, head very large, 10 in. in diameter, strong grower.

Schiller's Red, deeper than *Trophee*, head compact ball shaped, 8 in. in diameter, very good.

Toledo, deep pink with white center, largest individual flowers, head compact, 7 in. in diameter.

Price: above from 2 in. pots \$17.50 per 100, from 3 in. pots \$25.00 per 100.

GERMAN VARIETIES

We can say nothing but praise for these varieties, colors are exceptionally bright and they are bound to make friends.

Elmar, dark carmine.

Gudrun, bright pink.

Helge, bright dark red.

Lanzelot, rose fringed.

Loreley, bright carmine red.

Krimhilde, bright salmon red.

Parsival, dull carmine, fringed.

Rheingold, bright rose.

Price: One each of above from 2 in. pots \$4.00. 5 of each \$18.00, 10 of each \$35.00.

FRENCH VARIETIES

We have reduced our collection this year to those only for which there is an active demand and which from our own experience have proven worth while. They have been tried all over ever since their introduction and have stood the test under all conditions.

Attraction, an early free flowering pink, 8c.

Baby Bimbenet, very dwarf, free and early, silvery rose, 8c.

E. G. Hill, immense trusses of a pleasing pink, early, 8c.

General de Vibraye, very large heads of bright rose, a splendid forcing variety, 8c.

Le Progres, very free, rosy-carmine, extra good, 15c.

Lilie Mouillere, a bright carmine rose, flowers of great substance, 8c.

Marechal Foch, exceptionally good deep pink, 15c.

Mlle. Agnes Barillet, large trusses of white tinted pink, compact flower, 8c.

Mlle. Renee Gaillard, flowers a milky white, in large panicles, irregularly dentated, 8c.

Mme. Legou, immense trusses of compactly placed florets, creamy white, 8c.

Mme. R. Jacquet, apple blossom, turning to pink, 8c.

Otaksa, the old well-known deep pink, 8c.

Souvenir de Lieut. Chaure, large heads of bright carmine-rose; strong grower, 10c.

Souvenir de Mme. E. Chautard, one of the prettiest robust habit, deservedly the most popular forcing variety, early and free, bright rose, 8c.

Splendens, deep pink, very free, 15c.

Triomphe, deep rosy-carmine, 15c.

Trophee, the darkest red, 15c.

Prices: Pot grown stock for forcing, 4 in., 25c; 5 in., 40c; 6 in. 60c; 7 in., 75. Larger sizes up to \$2.00 each.

Young plants from 2 in. pots for growing on can be delivered now or any time till June at prices quoted with each variety, have your order reserved now for lining out in May.



VARIOUS PLANTS

Asparagus Sprengeri, 3 in. pots, selected, \$8.00 per 100.

Begonias, see page 2.

Campanula Mayi, fine for hanging baskets, from 2 in. pots, \$6.00 per 100.

Canna, Golden Eagle, very bright yellow, two-three eye divisions, \$5.00 per 100.

King Humbert, best red foliage *Canna*, \$3.00 per 100; \$25.00 per 1,000.

Yellow King Humbert, green foliage, \$3.00 per 100; \$25.00 per 1,000.

The President, the best red, \$3.00 per 100; \$25.00 per 1,000.

Above from 3 in. pots, May delivery \$8.00 per 100.

Chrysanthemum, early large flowering hardy varieties, the last to bloom October 10th.

A. Barham, large orange bronze.

Alice Howell, orange yellow.

Bronze Queen, golden bronze. 10c.

Cactus, terra-cotta.

Carrie, deep yellow.

Champaign, ruby red.

Cranford White, pure white.

Price: from 2 in. pots, May delivery \$8.00 per 100, except where noted.

Eden, bright rose.

La Somme, deep mauve pink.

Normandie, creamy white. 10c.

Yellow Normandie.

Winnetka, pure white.

Wolverine, yellow. 10c.

Chrysanthemum for pots. They are the first blooming plants you can offer your customers in the fall and they sell very readily, they are profitable at a price within reach of anybody. We have found, that the varieties given are the most suitable and will outsell all others as long as they can be had. **Caprice** in bronze, purple, pink and yellow; for later blooming **Brutus** and **Mrs. T. Beu**, both bronze. **Price:** from 2 in. pots \$7.00, May delivery; 3 in. \$10.00, July delivery; 4 in. \$25.00 all per 100, August delivery.

Cyclamen, see page 2.

Daisies, Hartje & Elder, fine for cutflowers, from 2 in. pots, early or late, \$7.50 per 100.

Dracaena indivisa, from 3 in. pots \$12.00 per 100; \$100.00 per 1,000.

Erlangea tomentosa, blue ageratum like flowers on long stems, blooms from December till April, from 2 in. pots \$15.00 per 100.

Eupatorium grandiflorum, beautiful white blooming variety to flower in January can be treated like *Stevia*, May delivery from 2 in. pots \$10.00 per 100.

Evonymus japonicus medio picta aurea, fine for windowboxes, golden yellow, from 2 in. pots \$6.00 per 100; 3 in. pots \$25.00 per 100; 4 in. pots \$35.00 per 100.

Evonymus radicans variegata, creeping hardy, from 2 in. pots, \$6.00 per 100.

Ferns, Boston, good stock from 4 in. pots 25c; 5 in. pots 50c.

Gypsophila paniculata, invaluable for cutting and drying, strong one year old plants grown from a double flowering strain, will come about 40 per cent double, \$12.00 per 100. **Double Flowering**, selected from the above \$5.00 per dozen.

Iris germanica, a collection of 12 best varieties, very distinct in coloring, spring delivery.

Caprice, purple.

Eidorado, standard fiery opalescent, falls old gold.

Gertrude, violet blue.

Isolene, standards pale lilac, falls mauve.

Lohengrin, silvery mauve.

Loreley, standards canary, falls creamy white with purple.

Mary Garden, standards yellow, falls creamy white and maroon.

Price: Any of above in strong divisions \$10.00 per 100.

Parc de Neuilly, navy blue.

Parisiana, standards lavender pink, falls creamy white.

Rhein Nixe, standards pure white, falls purple edge white.

Sherwin Wright, golden yellow.

White Knight, pure white.

Ivies, English, good stock from 3 in. pots \$10.00 per 100.

Phlox decussata, a collection of a few good varieties, fine for cutting and bedding.

Bacchante, rose, carmine eye, 8c.

Baron von Dedem, salmon scarlet, 10c.

Beacon, brilliant cherry-red, 12c.

Crepuscle, crimson center, rosy lilac edged white, 8c.

LaVogue, pure mauve, 7c.

Louise Abbema, pure white, 8c.

Miss Lingard, white, 12c.

Mrs. Jenkins, white, tall, 7c.

Rynstrom, deep rose very large, 8c.

Sir Edwin Landseer, scarlet, 10c.

Primula, see page 4.

Pinks, hardy garden or Scotch, one year old plants from the field \$10.00 per 100.

Statice latifolia, two year old clumps, fine for cutting \$12.50 per 100.

